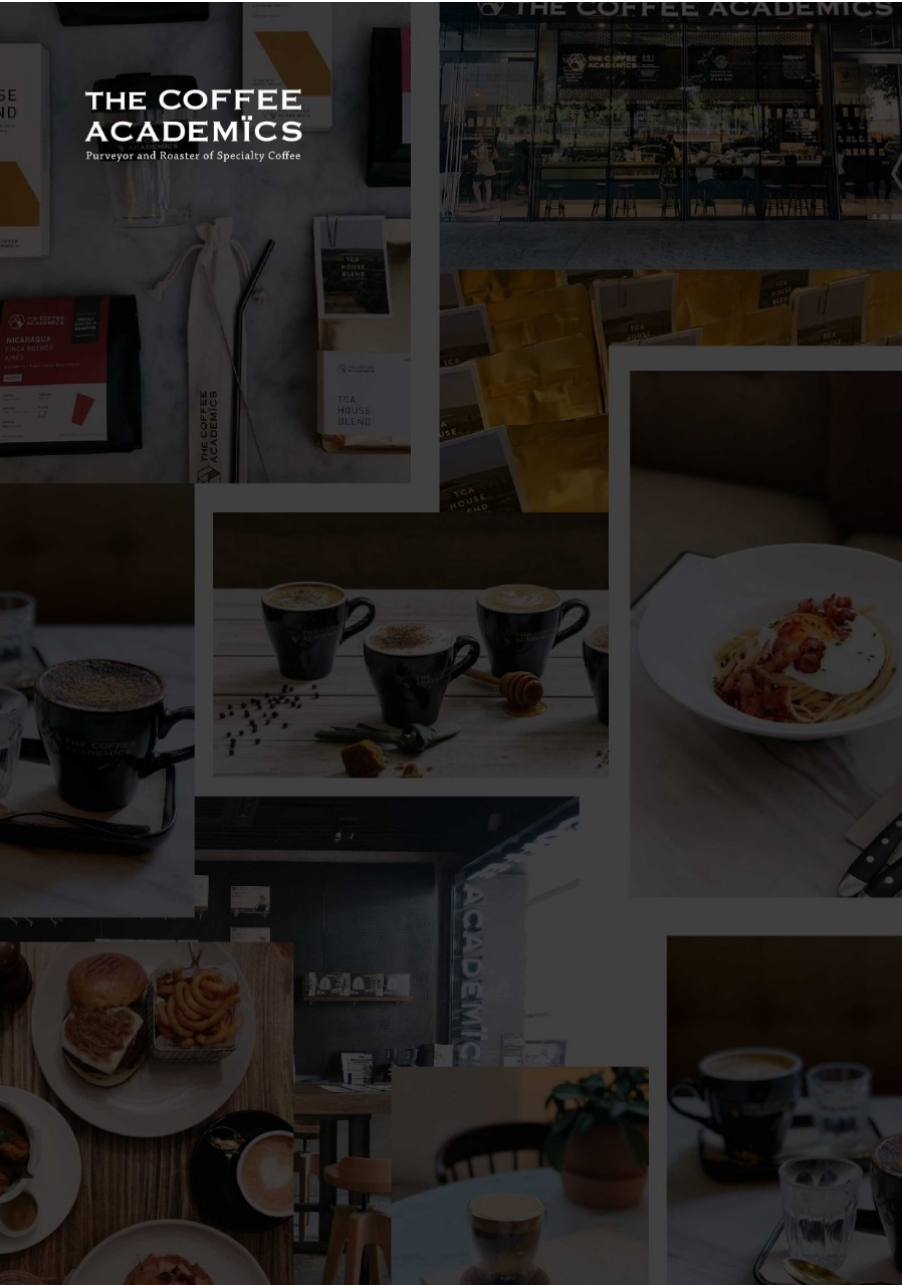
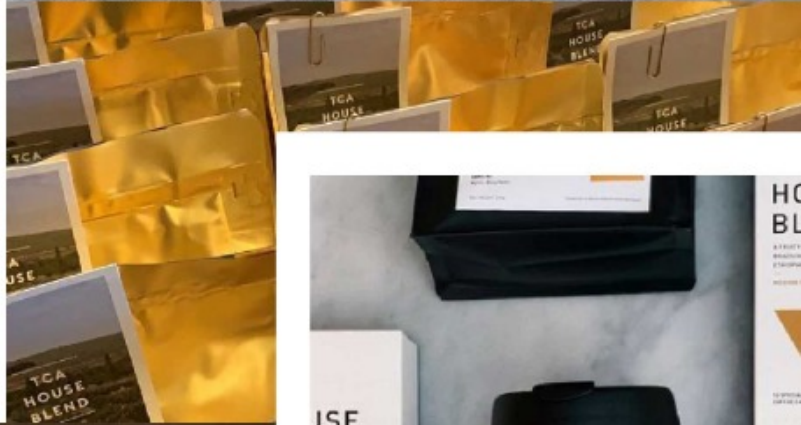


PRESS RELEASE



THE COFFEE ACADEMICS

Purveyor and Roaster of Specialty Coffee



Press Release

For immediate release

THE COFFEE ACADEMİCS OPENS ITS FIRST FLAGSHIP IN JAKARTA

The award-winning specialty coffee roastery brand, on global expansion mode, is brought to Indonesia in collaboration with BLVEPRINT, with the brands' promise to bring a unique coffeehouse experience to coffee enthusiasts in the country

Jakarta, 18 January 2021 - The Coffee Academics continues to take specialty coffee culture to new heights with **the opening of ASHTA District 8, Jakarta, Indonesia**. The exciting new additions to The Coffee Academics' expansive empire takes the total shop count to **24** in Hong Kong and **34** in Asia, offering a unique brand of local experiences with global impact.

Against the backdrop of mass copy-and-paste coffeehouses and synthetic flavors, The Coffee Academics serves coffee lovers specially-graded coffee directly sourced from farms globally, ranging from small-scale plantations and cooperatives to auction-grade estates. Beyond the perfect brewing experience, the coffeehouse's team of qualified Q-graders and roastmasters also offer educational experiences - classes and workshops - that suit coffee lovers at all levels.

Following **33** other outlets opened around Asia, The Coffee Academics will open its doors in Indonesia soon, specifically in Jakarta's most prominent business districts, ASHTA District 8, one of the newly built retail establishment with world-class architecture and a vast interior space consisting of a four-story retail podium. The perfect place for urban people to fulfil their needs by accommodating more than 150 curated tenants, including The Coffee Academics.

The Coffee Academics is known for its best cups of coffee, scored 85.75pts on average, made from coffee beans of around 50 different origins that were collected over the years. Through massive selection, The Coffee Academics use an intricate method of sourcing and in-house roasting, resulting in a robust and high-quality coffee experience in each cup of coffee served in its Q-Graders licensed cup.

A signature coffee menu consists of The Coffee Academics' Panama Esmeralda Private Collection Geisha Natural, Espresso Based Coffee, and Signature Lattes. To accompany your cup of goodness, a signature food menu is also available, consisting of the Fresh Lobster Roll with Curly Fries – Boston lobster made with lemon dill mayo on soft white buttered bun, the Wagyu Couscous Salad, The Academics Breakfast, Espresso Butter on Fluffy Pancakes, and Truffle Parma Ham Pizza.

“We have been elevating the level of coffee house experiences and specialty coffee quality wherever we go. Our educational programmes have also been instrumental in the upward trend of coffee markets we operate in,” said Ms. Jennifer W. F. Liu, Founder and Chairwoman of The Coffee Academics. The establishment sources only the top 5% of Arabica coffee. Other than that, 70% of its Hong Kong and Singapore house blends contributes to charity and social enterprises. With an Indonesian outlet opening its doors soon, The Coffee Academics has developed an Indonesia-inspired house blend to reflect the meaningful engagement with other local businesses as it expands internationally.

With an ever-changing consumer demands from all over the world, The Coffee Academics continues its journey of reaching out to other countries. Ms. Jennifer W.F. Liu spoke about her international expansion: “we have been expanding rapidly since we first stepped out of our home market in 2016. Now we have partners and franchises around APAC to help expand our footprint even faster. By 2020, we already have 30 stores in 7 Asian cities; by 2025, we will have 50 more stores in Asia alone.”

Purveyed by Veri Y Setiady, Founder and CEO of Blueprint Destinations, The Coffee Academics will be welcomed in Indonesia with open arms and high demand from coffee aficionados of Jakarta. He stated, “the reason why we picked Indonesia is because of the country's coffee culture that have been in rapid development for a few years and it is visible from the number of coffee shops that are increasing three times in the last three years!”

The Coffee Academics alongside Blueprint Destinations will be challenging themselves to bring out fresh and awe-inspiring ideas in their first flagship in Indonesia. As an integrated property and lifestyle concept developer, Blueprint Destinations aims to provide a unique and trailblazing coffee and dining experience.

The Coffee Academics Key Accolades

According to Frost and Sullivan, The Coffee Academics ranked 1st in specialty coffee in Hong Kong in 2017, establishing itself as the leading contender of specialty coffee in the city. From 2012-2015, The Coffee Academics House Blend and JWF Blend received scores of 92-points and 93-points respectively, ranking 1st in Asia and 3rd worldwide. The Coffee Academics currently has 24 outlets in Hong Kong including corporate kiosks, 5 shops in Singapore, 3 shops in Bangkok, 1 shop in China, and 1 shop soon to open in the Philippines.



ABOUT THE COFFEE ACADEMICS

Founded in 2012 in the heart of Causeway Bay Hong Kong, The Coffee Academics has been heralding world-class specialty coffee to her home city and beyond through making exceptional coffee and curating a one-of-a-kind coffeehouse experience. We source only the top 5% of specialty Arabica coffee. Our house favourites have been awarded 90+ Coffee Blend Score by Coffee Review, 83+ pts Coffee Beans by Specialty Coffee Association. 70% of our house blend gives back to farmers through charities and social enterprises worldwide. And we proudly directly trade with coffee farms - 6 of them in this year alone - that actively support local communities and environments.

Our menus highlight local delicacies fused with global brunch concepts, bringing to you a fusion of local and international foods that focuses on wellness. We have expanded our coffee hub to include Singapore, Thailand, Mainland China, Philippines, Indonesia, Malaysia and Qatar, with more exciting partnerships underway. The Coffee Academics brews its unique brand of local experiences with global impact.



ABOUT BLVEPRINT DESTINATIONS

BLVEPRINT DESTINATIONS (PT. ADHIWARNA VISI PRAKARSA) is an integrated property services committed to creating a better city for people to LIVE - WORK - VISIT.

BLVEPRINT DESTINATIONS designs for a diverse mix of people to stimulate a creative URBAN CULTURE where the next generation of IDEAS, BUSINESS and COMMUNITIES can take root. Creating unique lifestyle concepts that ultimately change the way the industry thinks and strongly believe in constantly challenging ourselves to push the boundaries of LUXURY CONCEPT and focused on RETAIL, LIFESTYLE and HOSPITALITY Destinations but no limitations by essence.

As a subsidiary unit of BLVEPRINT DESTINATIONS, VELVET INC (PT. ADHIBOGA VISI PRAKARSA) features a significant roster of unique dining destinations - specialising in CURATING, DEVELOPING & OPERATING F&B Brand and collaborating with ever growing renowned global F&B franchisee.

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THE COFFEE ACADEMICS

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